PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

October 8, 1986

Mr. Thomas J. Tanski
President
Broadcast Marketing Corp.
551 Fifth Avenue
New York, NY 10176

Dear Mr. Tanski:

Your letter to Jet Lincoln was forwarded to me.

There is no interest at Philip Morris to barter for media space. This is a way of buying media that has been offered to us from time to time but we choose to continue with the more traditional advertiser - agency method.

And, your listing of Philip Morris as a client is erroneous. Personna has not been part of this corporation for many years.

Sincerely,

James L. Thompson, Jr.
Vice President - Media

mcf:

cc: C. Beck
J. Lincoln

2040938310

Source: https://www.industrydocuments.ucsf.edu/docs/pgnn0004